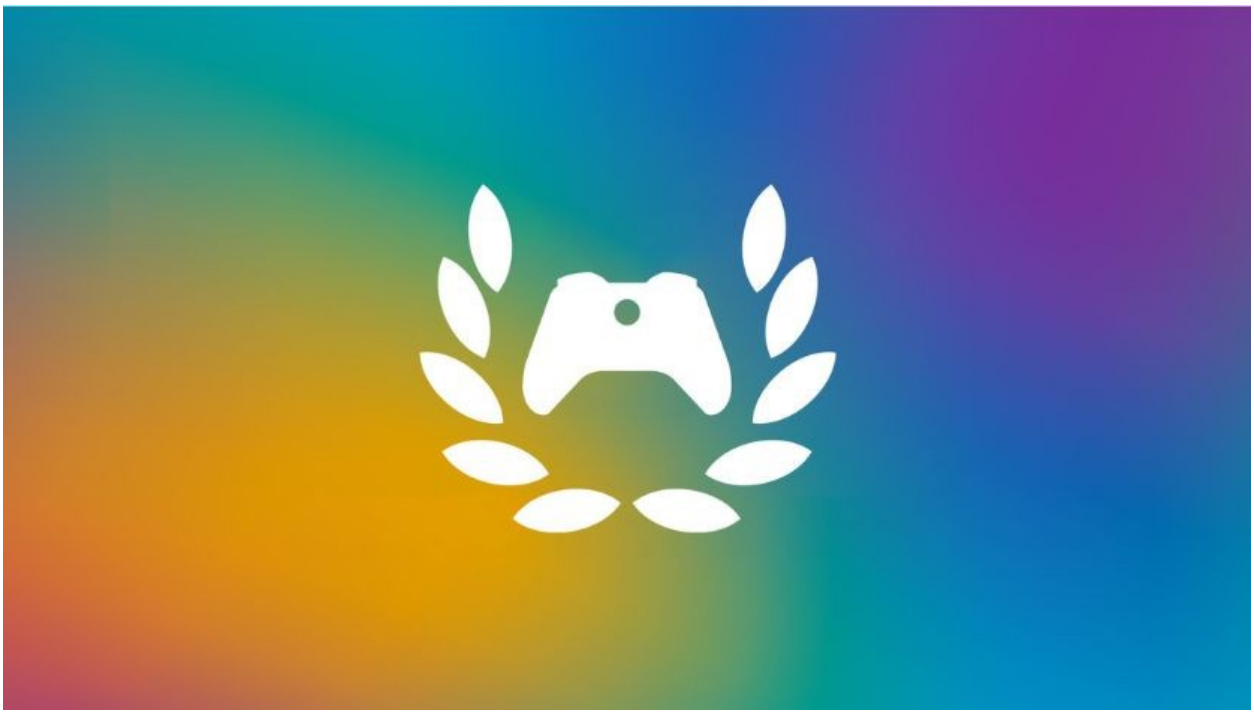
Celebrating the legacy and evolution of the Xbox Ambassadors



Announcements Xbox Ambassadors Team Sep 19, 2024

Over the last 13 years, Xbox Ambassadors have played a key role in fostering connections and positivity among Xbox players. Whether hosting a gaming session for players to connect or providing feedback on our games and hardware—you have helped shape Xbox in so many ways. While we have learned so much from this passionate group, today we are announcing the final season of the Xbox Ambassadors program as we continue to integrate its values across our platform and focus on creating more ways for you to directly influence and impact Xbox for all.

Why the change?

Xbox has evolved over the last decade, and with that, the needs of our global community. Players are finding more value in engaging with us in other ways that allow them to live our community values of making Xbox a place where everyone can have fun—including programs like Fanfest, Xbox Insider Program, and Rewards with Xbox. Thanks to the work of this group, the chance for players to experience the joy of gaming is more global and inclusive than ever—and we believe that now is the right moment to bring

the learnings and values of the Ambassador community into all of our player engagement programs.

What this means for you

Today we are phasing out the seasonal Ambassador Quests as we expand Rewards with Xbox and Xbox Research (the research team within Xbox), with updates to be announced soon. You will also have a new, more global way to share feedback directly with us through Xbox Research, providing the chance to receive more early access to new games and features, and help us improve the Xbox experience for everyone.

We are also evolving our Xbox Ambassador Champions into Xbox Community Champions, with the goal of bringing the Ambassador values to all our players and helping us to chart our path forward.

We recognize that this evolution of the program may feel like a loss for some of you, but our work in maintaining an inclusive community of thoughtful players continues in new and expanded ways.

Here are some of the ways you can continue to make Xbox fun and inclusive for everyone:

- To honor the principles and sentiment of the Xbox Ambassador Pledge, we have launched the Xbox Community Pledge, that calls all players to contribute to creating a positive experience while playing on Xbox.
- If you haven't already, contribute to shaping the future of Xbox by joining the Xbox Insider Program (which is inclusive of the Xbox Accessibility Insiders League) and Xbox Research, where you can continue to provide valuable feedback to help us create more enjoyable games for everyone across our gaming platforms and influence the player experience.
- Become an Xbox FanFest member to connect with other players in the ultimate Xbox fan club, and enjoy exclusive access to unforgettable events and community benefits.
- Get rewards for the games you love to play through Rewards with Xbox, which includes opportunities to receive free access to Game Pass Ultimate.
- Keep the community safe and fun by following the Xbox Community Standards, which express our values to sustain a vibrant and welcoming platform.

We are incredibly proud of your impact and through your continued engagement, we will together continue to make Xbox the most fun place for everyone to play.

What to expect

- As part of this evolution, the Xbox Ambassadors website will go offline on October 15th, and all Xbox Ambassadors will have until this date to claim any outstanding codes or rewards.
- All Ambassadors who have been active this season have received a special thank you, so please check your rewards page for details.
- Leading up to October 15th, we will run weekly sweepstakes to help you to use up your tickets balance.
- While Ambassador Quests will be deactivated, the Accessibility Explorer Path will remain open. We'd like to invite those who have not yet unlocked the Accessibility Ally badge to do so, though XP will no longer be awarded.
- We understand the role and importance of Discord communities, and as part of our work ahead, we will be helping to identify new channels for players to join and find connections among common gaming interests.
- Your Xbox Ambassadors badge will be updated with a special legacy design.

We believe that the spirit of the Ambassador pledge represents something bigger than the program itself—and we're committed to elevating the impact and values of the pledge throughout our global player community and are excited for the road ahead. Thank you for keeping the Xbox community supported, safe, and fun for everyone, and for everything you'll continue to do to live the Xbox Community Pledge.